



# Enabling Diverse Neighborhoods to Thrive Throughout Greenville: GHF 2021 Update and Accomplishments

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Bryan Brown,  
Greenville Housing Fund CEO  
February 10, 2022



# GHF Priorities

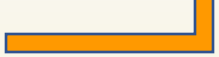
- 2021 Priorities:
  - Lead and Support the Greenville Affordable Housing Coalition to implement the AH Strategic Plan
  - Create Greenville Housing Impact Fund through raising private equity
  - Expand Opportunities for acquisition/preservation and new construction of affordable and workforce housing through joint venture partnerships, GHF loan programs, and other GHF initiatives with a goal of 300 units per year
  - Complete GHF 501C3 & expand capacity to achieve priorities



# 2021 Accomplishments to Date:

- **\$570,000** Deployed on Land Bank Acquisition
- **\$1,520,000** Deployed on Affordable and Workforce Housing
  - 120 units preserved
  - 2 units produced } **122 units**
- Legacy Oaks closing delayed to January 2022 (\$750,000 GHF) **90 units**
- Two 2021 9% LIHTC awards with GHF as codeveloper partner for **160 units** (Riley & Gateway)



- Revised and Relaunched  <https://greenvillehousingfund.com>
- Home Again partnership with UHC and United Way (60 families)
- American Rescue Plan

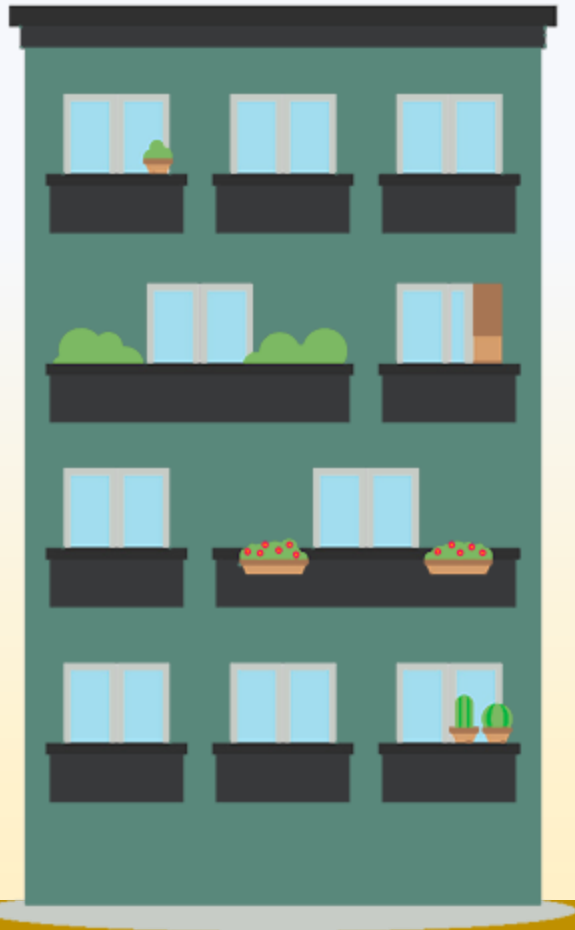
# GHF Cumulative Accomplishments

- **\$1,541,935.71** Deployed on Land Bank
- **\$5,093,000** Deployed on Affordable and Workforce Housing
  - **400** units preserved
  - **396** units produced
  - **796** units with GHF investment, PLUS
  - **106** units supported with tax incentives
  - **902 total units**





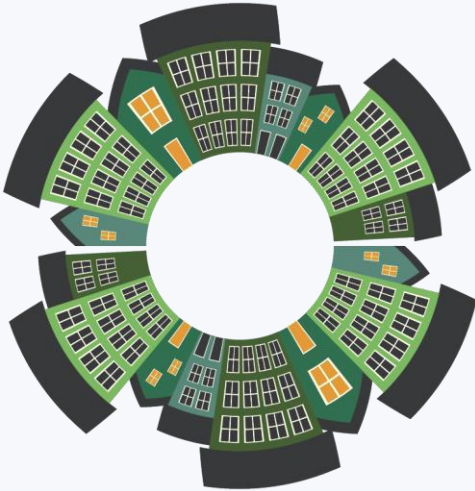
# 2021 Achievement Key Highlights




- Greenville Housing Impact Fund (\$4 million raised!)
- GHF received \$4 million from the City of Greenville for AH Capital
- County approved \$10 million for AH for the current biennium
- City approved \$40,000 annual operation support
- Hired VP of Operations, Landlord Recruitment Specialist, Equitable Development and Minority Outreach Specialist, and Executive Assistant

# City of Greenville GHF Funding Plan


## THANK YOU!




CURRENT YEAR* (for information only)	First Budget w/in GVL2040**	Assume County pulls first permit this year (triggers \$2M contribution)	Latest Year to Begin Deployment of \$7M in H-S Geography			Total Projected Expenditure (FY20/21 thru FY 26/27)
FY20/21	FY21/22	FY22/23	FY23/24	FY24/25	FY25/26	
\$2,000,000	\$500,000	\$1,500,000	\$500,000	\$1,500,000	N/A	\$6,000,000
\$2,000,000	\$1,000,000	\$2,000,000	\$2,500,000	\$2,500,000	\$2,500,000	\$12,500,000
0	\$3,000,000	\$2,000,000	\$1,000,000	\$1,000,000	\$0	\$7,000,000
	\$4,000,000	\$4,000,000	\$3,500,000	\$3,500,000	\$2,500,000	\$17,500,000
						19.5 over 6 years (incl 20/21)

GREENVILLE  
HOUSING FUND


HOMEABOUTPROGRAMSINVESTMENTSSTRATEGIC PLANNEWS & RESOURCES




**BRYAN BROWN**  
PRESIDENT & CEO




**TIFFANY SANTIGATI**  
VICE PRESIDENT OF OPERATIONS




**TINA BELGE**  
ADVOCACY & COMMUNITY ENGAGEMENT  
MANAGER

GREENVILLE  
HOUSING FUND


HOMEABOUTPROGRAMSINVESTMENTSSTRATEGIC PLANNEWS & RESOURCES



**W. AARON CONLEY**  
REAL ESTATE AND CAPITAL MARKETS  
MANAGER



**FRANCESCA FRIED**  
SPECIAL PROJECTS



**MARIAH JOHNSON**  
EXECUTIVE ASSISTANT

JOIN OUR COALITION

# Building Organizational Capacity

**Giving Matters: Greenville Housing Fund works collaboratively to enable thriving, diverse communities**

GREENVILLE

**How Greenville churches, faith groups address affordable housing gap by building houses**

# GHF In the News

**Greenville donates land worth \$8 million for affordable housing near Unity Park**

LOCAL

**New senior affordable housing in Greenville leasing now**

**Parkins Ridge affordable townhomes address housing's 'missing middle'**

**Greenville Housing Fund receives \$250K from TD Bank to help families living in motels**

**Why affordable housing remains a key Upstate challenge**







## Advocacy Wins

- TGHA Bond Issuance
- State Tax Credit Ruling (DOR)
- CDC/CDFI Act
- Governor ARP
- County Square Funds for AH
- County ERAP & \$10 million Allocation
- Homes of HOPE & Greenville Water

## Production Goals

1283/1000 homes

## Preservation Goals

510/300 homes

Data Mapping  
**mySidewalk**



# Greenville Cares

American Rescue Plan Partnership



# es

## ship



EMERGENCY  
RENTAL  
ASSISTANCE  
ROUND 1 & 2  
13M & 12M

ESG-CV ROUND 2  
GCRA 1.73M  
DEPT OF AD 5.4M

EMERGENCY  
HOUSING VOUCHERS  
54

HOME PROGRAM  
CITY 1M  
GCRA 4.1M

RENTAL/UTILITIES  
ASSISTANCE

OUTREACH/SHELTER  
SERVICES

INDIVIDUALS IN  
SHELTER

PROPERTY  
ACQUISITION

CASE  
MANAGEMENT

HOMELESS  
PREVENTION

FAMILIES IN  
SHELTER

PROPERTY  
REHABILITATION/  
DEVELOPMENT

HOUSING SUPPORT  
SERVICES

RAPID RE-  
HOUSING

SPECIAL  
POPULATIONS  
I.E.,  
DVV/VETERANS

RENT  
STABILIZATION

# Greenville County Emergency

## Distribution of Funding By Cens

FUNDING BY AMI	
Under 30%	57%
Under 50%	24%
Under 80%	18%

- \$13,804,502 has been disbursed
- 2820 Tenants
- 550 Unique Landlords
- Turnaround time from complete submission to approval is 5 days



# 2022 GHF Key Priorities

GHIF	<ul style="list-style-type: none"> <li>○ Continue to improve the process of evaluating and tracking projects</li> <li>○ Deploy GHIF funds into appropriate projects</li> <li>○ Plan for future fund development with lessons learned</li> </ul>
Capital Growth	<ul style="list-style-type: none"> <li>○ Increase RE assets and deployable funds to \$10 Million or 30% increase over 2021</li> </ul>
Developments	<ul style="list-style-type: none"> <li>○ Close on three or more new developments with a target of 250 Units</li> <li>○ Develop investment plan for 2 additional developments</li> </ul>
Land Bank	<ul style="list-style-type: none"> <li>○ Execute on two new land bank acquisitions</li> <li>○ Determine plan and resources for possible home ownership development/Rent-to-own</li> </ul>
ADVOCACY	
Key Priorities	Key Objectives
GAHC- Production	<ul style="list-style-type: none"> <li>○ Site inventory: current pipeline and target area locations and varied typologies</li> <li>○ Engage with SFAA on SCHTC to match 4% LIHTC Bonds</li> </ul>
GAHC- Preservation	<ul style="list-style-type: none"> <li>○ Launch HOPP low interest loan program</li> </ul>
GAHC- Housing Tools	<ul style="list-style-type: none"> <li>○ Advocate for: LMO, Tree Ordinance, County AH investment, &amp; SCARP</li> </ul>
Impact Greenville	<ul style="list-style-type: none"> <li>○ Support UDO adoption to incorporate affordable housing incentives</li> </ul>





# Virtual Tour of Current GHF Developments

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February 2022



## The Alliance

**Number of Units: 112**

**Target Income: 60% AMI**

**GHF Predevelopment: \$750,000**

**Anticipated Construction Start: Summer 2022**



LEGEND:

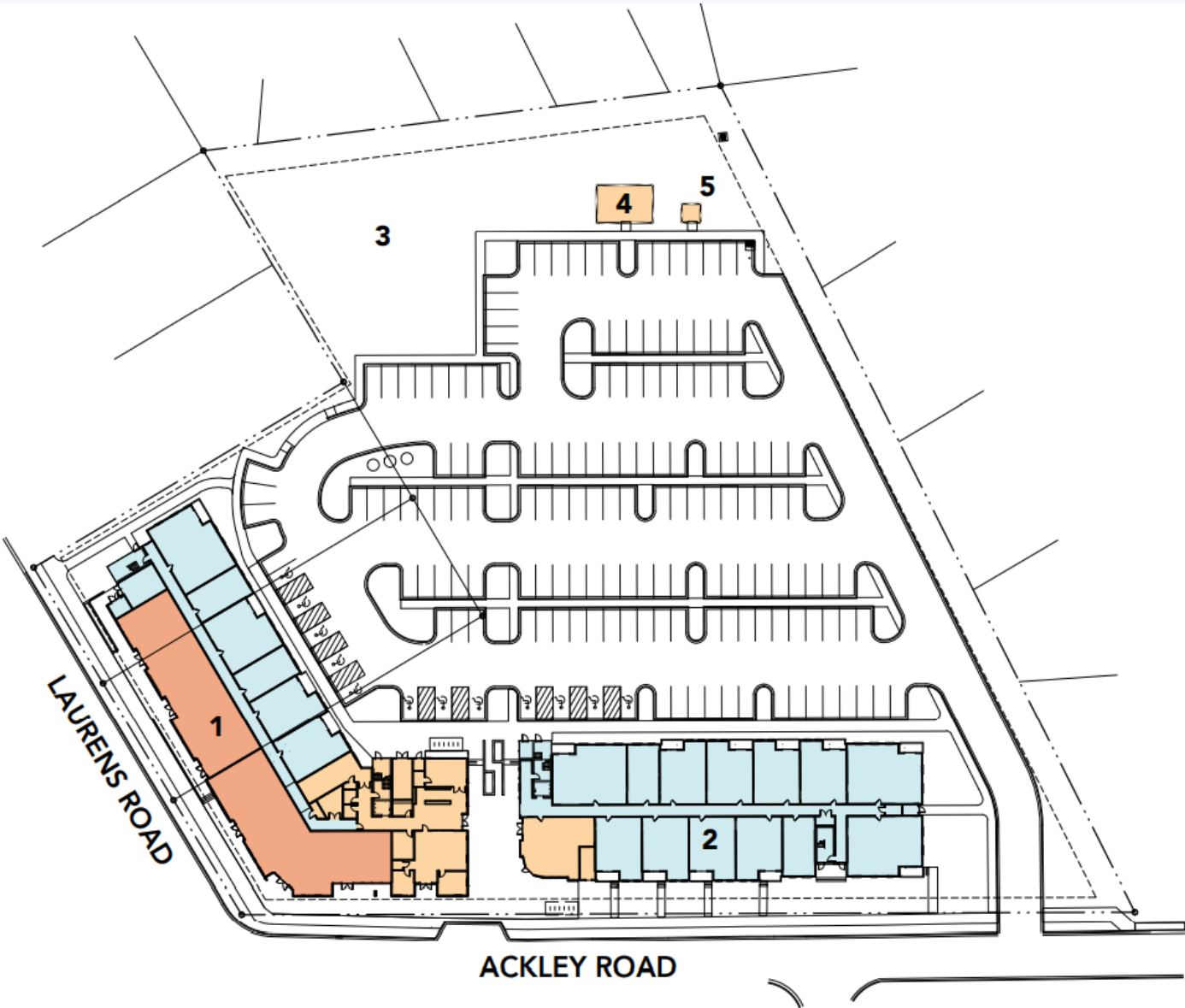
NO.	LABEL
1	BUILDING A
2	BUILDING B
3	OPEN/GREEN SPACE
4	GAZEBO
5	PLAYGROUND

<div></div>	RESIDENTIAL
<div></div>	RESIDENTIAL AMENITY
<div></div>	RETAIL/COMMUNITY SPACE

UNIT MATRIX:

E - STUDIO:	19
A - 1 BEDROOM:	55
B - 2 BEDROOM:	10
C - 3 BEDROOM:	28

TOTAL: 112 UNITS







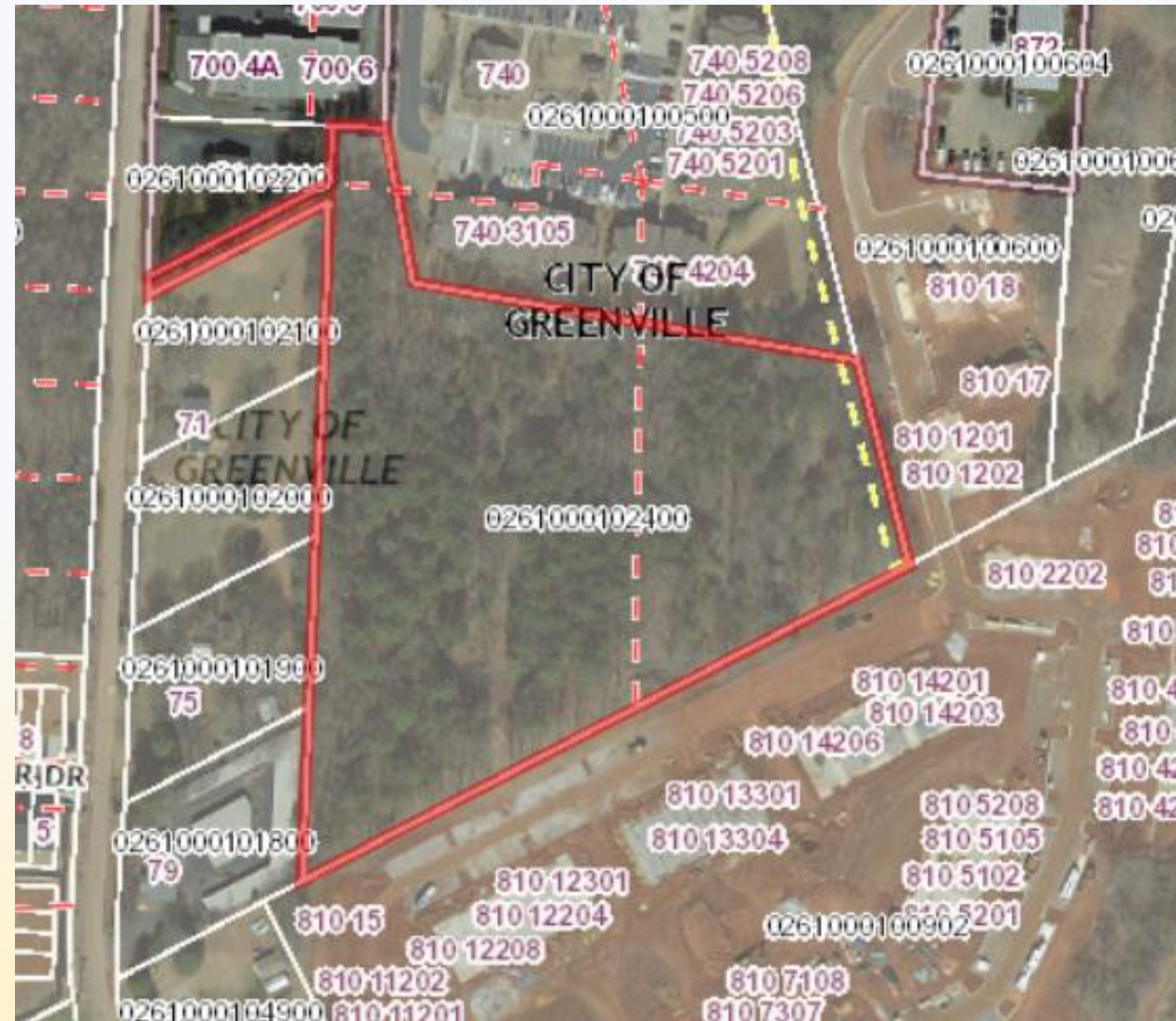






## A stylized illustration of two houses. The house on the left is green with a brown roof and a brown door. It has three windows with flower boxes below them. A red bicycle is parked in front of it. The house on the right is brown with a brown roof and a brown door. It has three windows with flower boxes below them. A grey garage is attached to the right side of the brown house. There are green trees and a grey path in front of the houses.

**Estimated Construction Start: Fall 2021**













# Riley at Overbrook

**Number of Units: 88**

**Target Income: 30%-60%**

**GHF Loan: \$720,000**

**Possible additional request**

**Anticipated Construction Start: Fall 2022**











**Anticipated Construction Start:** Summer 2022



Note: Link to map outlines only middle parcel, but all outlined in this image are included

5201106




A. CLAY JONES, P.L.S.  
S.C. REED, NO. 26210



SOUTH CAROLINA  
 STATE SEAL  
 No. 000122

<b>LEGEND</b>			
01	BLIND LINE	04	CALL TO FEDERAL
02	DETENTION	05	TELETYPE LETTER
03	COMP. CONFIDENTIAL	06	DATE RECALL
04	COMP. CONFIDENTIAL	07	DATE RECALL
05	COMP. CONFIDENTIAL	08	DATE RECALL
06	COMP. CONFIDENTIAL	09	DATE RECALL
07	COMP. CONFIDENTIAL	10	DATE RECALL
08	COMP. CONFIDENTIAL	11	DATE RECALL
09	COMP. CONFIDENTIAL	12	DATE RECALL
10	COMP. CONFIDENTIAL	13	DATE RECALL
11	COMP. CONFIDENTIAL	14	DATE RECALL
12	COMP. CONFIDENTIAL	15	DATE RECALL
13	COMP. CONFIDENTIAL	16	DATE RECALL
14	COMP. CONFIDENTIAL	17	DATE RECALL
15	COMP. CONFIDENTIAL	18	DATE RECALL
16	COMP. CONFIDENTIAL	19	DATE RECALL
17	COMP. CONFIDENTIAL	20	DATE RECALL
18	COMP. CONFIDENTIAL	21	DATE RECALL
19	COMP. CONFIDENTIAL	22	DATE RECALL
20	COMP. CONFIDENTIAL	23	DATE RECALL
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22	COMP. CONFIDENTIAL	25	DATE RECALL
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28	COMP. CONFIDENTIAL	31	DATE RECALL
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33	COMP. CONFIDENTIAL	36	DATE RECALL
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89	COMP. CONFIDENTIAL	92	DATE RECALL
90	COMP. CONFIDENTIAL	93	DATE RECALL
91	COMP. CONFIDENTIAL	94	DATE RECALL
92	COMP. CONFIDENTIAL	95	DATE RECALL
93	COMP. CONFIDENTIAL	96	DATE RECALL
94	COMP. CONFIDENTIAL	97	DATE RECALL
95	COMP. CONFIDENTIAL	98	

SURVEY FOR			
CITY OF GREENVILLE			
GREENVILLE COUNTY, SOUTH CAROLINA			
SCALE 1" = 30'	PROJECT ADDRESS OSCAR STREET & HANSAU STREET	TAX ID SEE NOTE	
DATE 10/22/20	SHEET NO. 30	DATE 10/22/20	BY HB/CW
DRAWN BY TBD		CHECK BY TBD	



## SITE DESIGN, INC.

CIVIL ENGINEERS - SURVEYORS - LANDSCAPE ARCHITECTS

225 ROCKY CREEK ROAD, GREENVILLE, SC 29615

PH: (864)727-5495

[www.sitedesign-inc.com](http://www.sitedesign-inc.com)



STREET VIEW



REAR VIEW



BUILDING A - NW PERSPECTIVE



BUILDING A - SW PERSPECTIVE



ARCHITECTURAL SHINGLE ROOF

1x2 VERTICAL BATTENS

COMPOSITE FASCIA

COMPOSITE TRIM

COMPOSITE 5/4x6 BATTENS ON  
FIBER CEMENT PANEL

BRACKET

FIBER CEMENT LAP SIDING

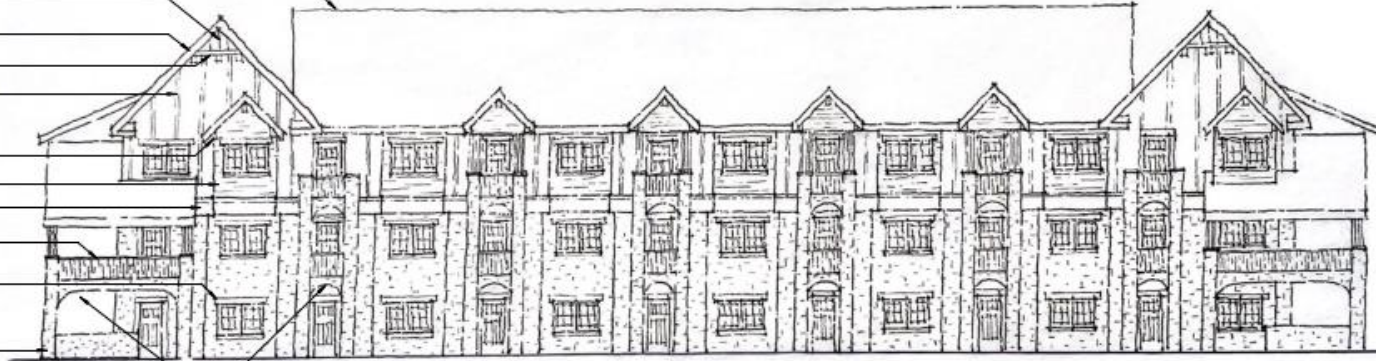
COMPOSITE FASCIA & TRIM

PICKET RAILING

EXTENDED HEAD TRIM

THIN BRICK SYSTEM

ARCHED OPENINGS





# Lighthouse Unity

## Evaluating Development Proposal

**Number of Units:** 170 (20% affordable at 50% AMI, 60% workforce at 80% AMI, and 20% market)



## A stylized illustration of two houses. The house on the left is green with a brown roof and a brown door. It has three windows with flower boxes underneath. A red bicycle is parked in front of it. The house on the right is brown with a brown roof and a brown door. It has four windows with flower boxes underneath. A grey garage is attached to the right side of the brown house. There are green trees and a grey path in front of the houses.

**Anticipated Construction Start: Spring 2022**







## SITE 1

### UNIT MIX:

#### BLDG A

- 1BR - 20 UNITS
  - 2BR - 11 UNITS
- TOTAL: 31 UNITS

#### BLDG B

- 1BR - 43 UNITS
  - 2BR - 19 UNITS
- TOTAL: 62 UNITS

TOTAL : 93 UNITS

### ZONING:

UP-NCE

70' MAX HEIGHT

(50' WITHOUT INCENTIVES)

±46' PROPOSED HEIGHT

70 UNITS/ACRE MAX DENSITY

(46 UNITS/ACRE WITHOUT INCENTIVES)

147 UNITS ALLOWED (2.1 ACRES)

93 PROPOSED (43 UNITS/ACRE)

### PARKING:

50 SPACES PROVIDED

(0.5 SPACES/UNIT + 3)

0 SPACES/UNIT REQUIRED

(0.5/UNIT WITHOUT INCENTIVES)

















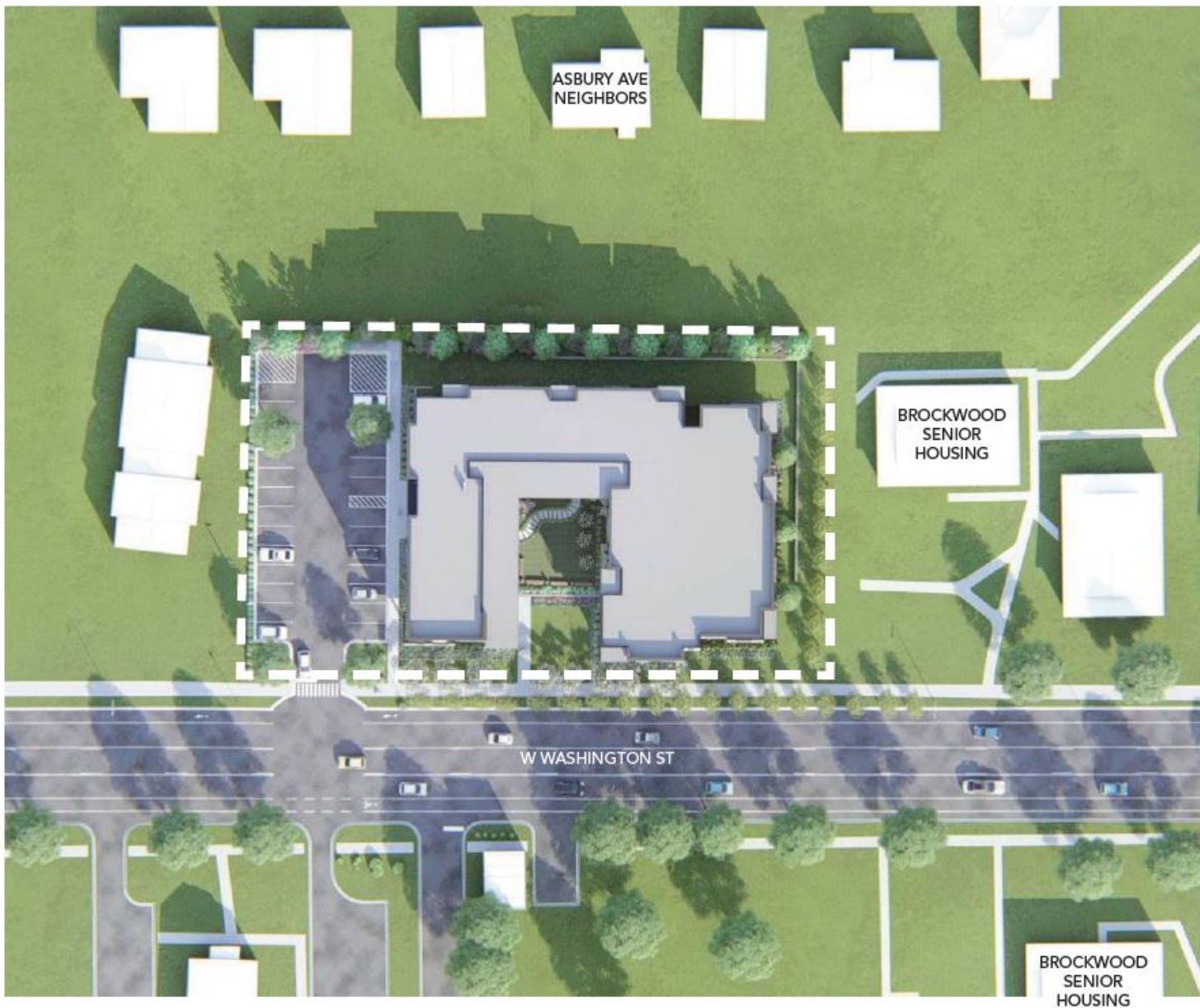












## SITE 2

### UNIT MIX:

- 1BR - 39 UNITS
- 2BR - 15 UNITS

TOTAL : 54 UNITS

### ZONING:

UP-NCE

70' MAX HEIGHT

±44' PROPOSED HEIGHT

70 UNITS/ACRE MAX DENSITY

(46 UNITS/ACRE WITHOUT INCENTIVES)

70 UNITS ALLOWED (1.0 ACRES)

54 PROPOSED (54 UNITS/ACRE)

### PARKING:

22 SPACES PROVIDED  
(0.4 SPACES/UNIT)

0 SPACES/UNIT REQUIRED

(0.5/UNIT WITHOUT INCENTIVES)

















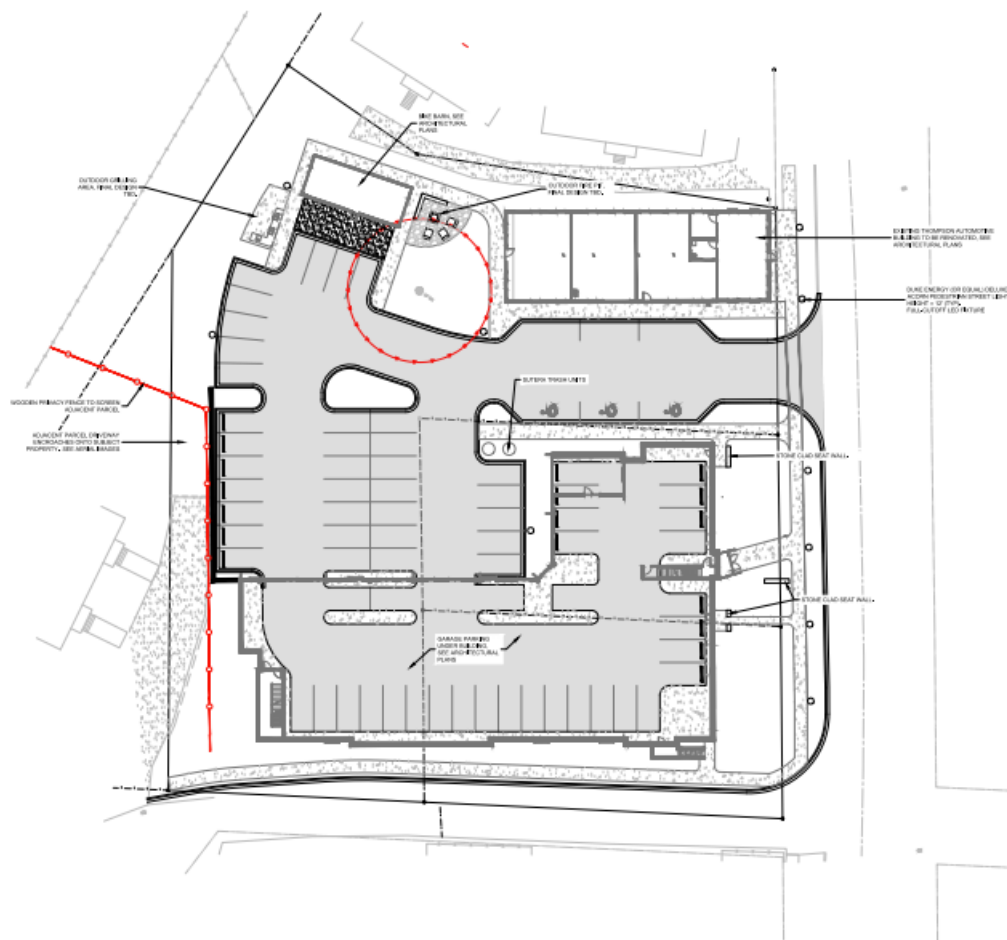




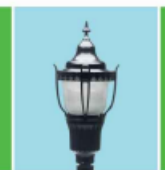
**GHF Investment: \$500,000**







### Deluxe Acorn LED



The Deluxe Acorn LITE is a graceful Victorian-style fixture that enhances the character and prestige of streetscapes, greenways and pedestrian areas. This energy-efficient solution limits unwanted uplight and will complement any neighborhood or park with its classic, elegant design.

LED <i>(Light Emitting Diode)</i>	50 watts
Mounting height	12"
Colors	Black Green
Poles	Style A, B, C, D, E, F

RESERVED FOR GREENVILLE ELECTRONIC REVIEW

**Johnston**  
DESIGN GROUP



WATER  
TOWER  
CROSSING

JOHNSTON DESIGN GROUP, LLC  
411 UNIVERSITY RIDGE  
Suite D  
Greenville, SC  
29601  
ph: 864.258.3781  
[johnstondesigngroup.us](http://johnstondesigngroup.us)



Revisions:

[illegible]

Commission: Water Tower Crossing  
Date: 06/08/2021  
Drawn By: CGDM  
Checked By: PT/CW

SITE PLAN

C5.0













# Mosaic

**Number of Units:** 90 (30 affordable)

**Affordable Target Income:** 60%-80%

**Anticipated Construction Start:**













# Gateway at the Green

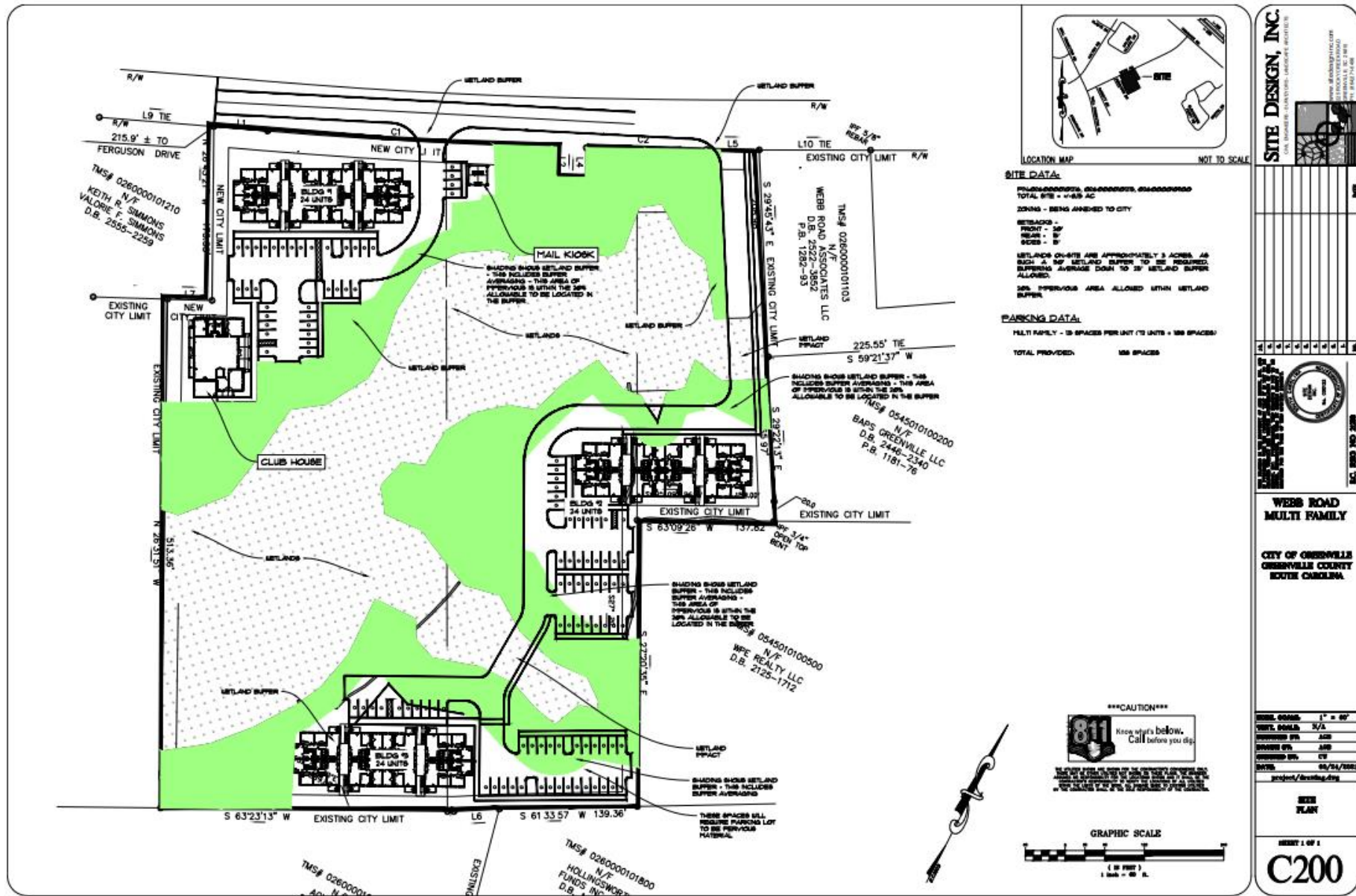
**Number of Units: 72**

**Target Income: 30%-60% AMI**

**Anticipated Construction Start: Fall 2022**









BUILDING TYPES A & B  
BUILDINGS 1, 2 & 4 LEFT & RIGHT SIDE ELEVATION  
SCALE: 1/8"=1'-0"



BUILDING TYPE B  
BUILDINGS 2, 3 & 4 FRONT AND REAR ELEVATION  
SCALE: 1/8"=1'-0"



BUILDING TYPE A  
BUILDINGS 1 & 4 FRONT AND REAR ELEVATION  
SCALE: 1/8"=1'-0"

SOUTH CAROLINA STATE HOUSING  
FINANCE AND DEVELOPMENT AUTHORITY  
PROPOSED CONSTRUCTION OF  
**GATEWAY AT THE GREEN**  
WEBB ROAD | GREENVILLE, SOUTH CAROLINA

DATE: 01/11/2024  
DRAWN BY: J. B. BROWN  
CHECKED BY: J. B. BROWN  
SCALE: 1/8"=1'-0"

REV: 01  
REV: 02  
REV: 03  
REV: 04

BUILDING  
ELEVATIONS

A6.1





# Leach Street

**Number of Units:** 40 Mixed Income (32 market rate, 8 affordable)

**Target Income:** 60%-80% AMI

**Estimated Construction Start:** Early 2022









*\*Final design to be determined.*



# 570 W Washington

**Number of Units:** 90 mixed-income (28 affordable & workforce, 62 market)





1 3D View\_1 Tall Poles  
A1.04



2 3D View\_4 Tall Poles  
A1.04







1  
A4.01 3D View\_1



4  
A4.01 3D View\_2



2  
A4.01 3D View\_3



3  
A4.01 3D View\_4







**Thank you to City Council and City Staff. We deeply appreciate your commitment to housing affordability!**

